

## Claims

### WHAT IS CLAIMED IS:

1. Bound printed matter including media that
  - a) encourages a reader of said bound printed matter to recommend said bound printed matter to one or more other persons, and
  - b) said media enables said reader to register said bound printed matter with said bound printed matter's publisher, and
  - c) is printed with a unique alphanumeric identifier.
2. Bound printed matter and media according to claim 1, in which said media and bound printed matter are one or more postcards bound into a book.
3. Media according to claim 2, in which said media includes a postcard with form spaces for said reader's name and address, and said unique alphanumeric identifier, and a pre-printed address for mailing said postcard to said publisher.
4. A computer database system which enables said publisher to reward said reader for recommending said bound printed matter according to claim 1.
5. A reward according to claim 6, in which said reward is remuneration.
6. A computer database system, according to claim 4, which enables said publisher to evaluate the effectiveness of marketing programs.
7. Media according to claim 1, in which said media offers a reward to said person(s) to whom said bound printed matter is recommended.

8. A reward according to claim 7, in which said reward is a lower price to buy said bound printed matter.

9. Sound recording media including media that

- a) encourages a listener to said sound recording media to recommend said sound recording media to one or more other persons, and
- b) said media enables said reader to register said sound recording media with said sound recording media's publisher, and
- c) is printed with a unique alphanumeric identifier.

10. Sound recording media and media according to claim 9, in which said media and sound recording media are one or more postcards packaged with a compact disk (CD).

11. Media according to claim 10, in which said media includes a postcard with form spaces for said reader's name and address, and said unique alphanumeric identifier, and a pre-printed address for mailing said postcard to said publisher.

12. A computer database system which enables said publisher to reward said reader for recommending said sound recording media according to claim 9.

13. A reward according to claim 12, in which said reward is remuneration.

14. Media according to claim 9, in which said media offers a reward to said person(s) to whom said sound recording media is recommended.

15. Video recording media including media that
- a) encourages a viewer to said video recording media to recommend said video recording media to one or more other persons, and
  - b) said media enables said reader to register said video recording media with said video recording media's publisher, and
  - c) is printed with a unique alphanumeric identifier.
16. Video recording media and media according to claim 15, in which said media and video recording media are one or more postcards packaged with a digital video disk (DVD).
17. Media according to claim 16, in which said media includes a postcard with form spaces for said reader's name and address, and said unique alphanumeric identifier, and a pre-printed address for mailing said postcard to said publisher.
18. A computer database system which enables said publisher to reward said reader for recommending said video recording media according to claim 15.
19. A reward according to claim 18, in which said reward is remuneration.
20. Media according to claim 15, in which said media offers a reward to said person(s) to whom said video recording media is recommended.